

Explore a Topic : Local Demographics and Economic Statistics



Targeting statistical information about the local market can be a formidable task to the average library customer. The various sources listed here should prove a helpful aid to accomplishing business planning or market research for Seminole County and its seven municipalities and the Orlando, Florida Metropolitan Statistical Area (MSA).

Economic data and local economic indicators are more difficult to pinpoint for a local area. Conducting research in regional analysis such as the Bureau of Economic Analysis, in the Census County Business Patterns, or in the Orlando Sentinel and Orlando Business Journal on NewsBank database should prove helpful.

Websites

American Community Survey

<http://www.census.gov/acs/www/index.html>

A new nationwide survey with annual updates designed to provide communities a fresh look at how they are changing. Focus in on 800 geographical areas profiles and rankings.

American Factfinder

<http://factfinder.census.gov>

User-friendly source for census information on population, housing, geographic or economic data. Search for Fact Sheets on your community by zip code, city/town, county or state.

BEARFACTS

<http://www.bea.doc.gov/bea/regional/bearfacts>

Bureau of Economic Analysis Regional Facts. Narrative analysis for states, counties, metropolitan statistical areas (MSAs), and BEA Economic Areas: area's personal income using current estimates, growth rates, and a breakdown of the sources of personal income.

Central Florida Market Data

<http://extra.orlandosentinel.com/marketbook/market.asp>

Data from the Orlando Sentinel on everything from *Origins of New Residents* to *Credit Card Usage*, from *Housing Starts* to *Store Sales by Category* in the Central Florida region.

County Business Patterns

<http://censtats.census.gov/cbpnaic/cbpnaic.shtml>

Search for business data by county, by ZIP Code or by MSA (metropolitan statistical area).



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Economic Indicators

<http://www.census.gov/cgi-bin/briefroom/BriefRm>

Here's where to find the leading economic indicators as they are updated. Housing starts, household income, manufacturers' shipments, inventories and orders, construction spending and more.

Local Demographics & Economic Statistics (Cities, County, Region, State)

<http://www.seminolecountyfl.gov/lis/library/business/buslocalstats.asp>

Check out the Library's portal to many statistical websites containing local data for strategic business planning.

Seminole County Economic Development Statistics

<http://www.businessinseminole.com/ecodev/population.asp>

Demographic information about Seminole County, includes comparisons by cities, ZIP code.

Seminole County Geographic Information Service(GIS) Data

http://www.seminolecountyfl.gov/pd/commres/gis/gis_do.asp

Databases containing information needed for business planning; dozens of topics, from traffic counts to land use, from apartment complexes to shopping centers in Seminole County.

Seminole County Planning –Socioeconomic Planning Data

<http://www.seminolecountyfl.gov/pd/planning/socioeconomic.asp>

Updated maps & data, with forecasts, on the 10 Planning Areas in Seminole County, including traffic zones, housing data, jobs, and school enrollments.

Databases/Reference Resources Online

General BusinessFile ASAP *(In Library and remote access with Library card)*

By entering keywords to describe your subject, you can locate statistics in business journals and newspapers. For example: a search for "Florida and statistics" yields hundreds of articles detailing population, retailing trends, employment, etc.

NewsBank *(In Library and remote access with Library card)*

Search Florida newspapers, including the *Orlando Sentinel* for articles on local trends, demographics and statistics.

Journals/Periodicals

Florida County Perspectives-Seminole*

National Data Consultants. University of Florida. Bureau of Economic and Business Research. R317.5905

Ranked data comparing Seminole County to the counties in the State of Florida. For example, Seminole County ranks #3 of 67 for "Persons per square mile."



Seminole County Public Library System

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Florida County Rankings*

University of Florida. Bureau of Economic Research.

R317.5905

Companion reference to *Florida Statistical Abstract*. Charts of Florida counties' data.

Florida Statistical Abstract*

University of Florida. Bureau of Economic Research. Warrington College of Business.

R317.59 Flo

Florida statistics and economic conditions, mostly on county level and some MSA (metropolitan statistical area).

Florida Trend

Articles and long features on various Florida industries and companies will include data and statistics.

Orlando Business Journal

News articles reveal economic statistics for various companies & industries in Central Florida.

**ask for this at the Reference Desk*

Circulating Materials

Business Statistics on the Web

Paul Berinstein

025.04633 Ber

A "how-to" book on searching the internet for business data for market research, company information, economic and financial statistics.

GIS Data *Geographic Information Services Data for Seminole County, Florida (CD format)*

Seminole County Information Technologies. Geographic Information Services.

CD 912.75923 Sem

Maps, statistics, population, land use data and more, available on computer disk for business planning.

Seminole County Plats

Seminole County Information Technologies. Geographic Information Services

CD 912.75923 Sem

Maps and statistics on computer discs.

Reference Materials

Commercial Atlas & Marketing Guide

Rand McNally

R912 Ran (usually at Atlas Stands)

Population, economic and geographic data for more than 124,00 U.S. places.

Handbook of key economic indicators

Rogers, R. Mark

R330.9730021 Rog

U.S. economic indicators and economic business cycles and business patterns statistics.



Seminole County Public Library System

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Industry Norms & Key Business Ratios: statistics on over 800 lines of business

Dun & Bradstreet

R658.1

Derived through over one million financial statements of U.S. corporations, partnerships and proprietorships both public and privately owned, in all size ranges. Provides 14 key business ratios for over 800 types of business as defined by SIC code. Good source for information in business growth planning.

Seminole County Socioeconomic Data: 1985-2010

Seminole County Planning Office

R317.5923

Seminole County economic conditions and statistics, forecasted through 2010. For very current information, visit the Planning website,

<http://www.seminolecountyfl.gov/pd/planning/socioeconomic.asp>

